



Board of Trustees

Advancement, Marketing and External Relations Committee

June 11, 2025

10:45 AM

University Hall, Conference Rooms A & B

Committee Members: Chair Dr. Gloria Williams, Vice Chair Chris Montemayor, Secretary Daniel Currier, Michael O'Rourke, Jason Queenin

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 Gloria Williams |
| 2. Approval of Minutes | Trustee Gloria Williams |
| a. December 9, 2024 | |
| b. February 20, 2025 | |
| 3. Items for Information | |
| a. Advancement | Ms. Lisa McMahon |
| • Fundraising Campaign Planning Status | |
| b. Fundraising/Engagement/Alumni | Ms. Lisa McMahon |
| • Dashboard KPIs | |
| • Research Innovation Design Entrepreneurial (RIDE) Center | |
| 4. Adjournment | Trustee Gloria Williams |

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



Board of Trustees

Advancement, Marketing, and External Relations Committee

December 9, 2024

Minutes

11:15 AM – 12:15 AM

Loughman Living Room, Scanlon 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, Trustees Michael O'Rourke, Jason Queenin, and Board Chair Ali Salehi, ex-officio member

Also present and participating were Westfield State University President, Dr. Linda Thompson; Vice President for Institutional Advancement, Lisa McMahon; Executive Director, Communications, Marketing and Branding, Dr. Leslie Rice and special guest, Kathy Howrigan of Howrigan Consulting.

The meeting was called to order at 11:20 AM by Committee Chair Dr. Gloria Williams and it was announced that the meeting was being livestreamed and recorded.

MOTION made by Trustee Currier, seconded by Trustee Montemayor, to accept the minutes from the October 23, 2024 meeting. There being no discussion, **a roll call was conducted**, all in favor, the **Motion passed**.

University Rebrand and Marketing Initiatives Update

- Dr. Leslie Rice provided an update on the University rebrand and marketing initiatives.
 - The rebrand process began a year ago with a partner, BVK, a national firm known for working with institutions like Michigan State, University of Mobile, and University of Florida.
- The planning, discovery, and research phases have been completed.
 - Research included stakeholder interviews, focus groups, online surveys of faculty, staff, and students, and a market scan and competitive analysis.
- Focus groups provided insights into student perceptions and values.
 - For example, students expressed that they "stay on campus to have fun."
 - The owl mascot is recognized as a component of the brand that evokes emotional response.
- Research also involved surveying prospects, current students, and faculty/staff to identify important values and whether Westfield State delivers on those values.
 - 25% of faculty and staff who completed the survey were alumni.
- BVK presented three central concepts as a foundation for the brand: inquisitive and wisdom, heroism and service, convergence and innovation.

- The consensus was that "inquisitive" was the best fit.
 - "The pursuit of knowledge and new understanding gained through lived experiences and the convergence of people, opportunities and ideas, actively learning."
- While the other two concepts were liked, "inquisitive" emerged as the frontrunner.
 - Convergence and innovation may be incorporated into the strategic plan or fundraising initiatives.
 - .
- Advertising and Athletics
 - Advertising redesign is built into current contracts for out-of-home advertising.
 - The athletics logo is not planned to change at this time to avoid the expense of ordering new uniforms.
 - Uniforms will have slight changes over time as they are cycled through.
- Rebranding Timeline
 - Some work was done in 2016 for a small rebrand.
 - Most schools do this about every 10 years.

Advancement/Fundraising/Engagement/Alumni/Campaign

Ms. Lisa McMahon provided the following information:

Blue Diamond Ball

- The Blue Diamond Ball was a huge success, with about 350 guests.
- It brought in close to \$320,000 in pledges, gifts, tickets, and sponsors.
- It allowed for two new scholarships and the closing on the naming of the softball field.
- Approximately \$100,000 will be earmarked for initiatives around student success and access.

Alumni Engagement

- Alumni events elevate the University.
- Alums from the 1978 soccer team were brought back and honored.
- The University went to Cape Cod, Washington D.C., Boston, Florida, and New York.
- Homecoming continues to grow year after year.
- February 13th: Keeper of the Dream event.
- Trip to Georgia with alums:
 - Nettie Washington Douglas, great granddaughter of Booker T. Washington and great great granddaughter of Frederick Douglass, will be the keynote speaker.
- March 19th: Dora Robinson Speaker Series in honor of Women's History Month.
 - Victoria Christopher Murray, author of "The First Ladies" and "The Personal Librarian," will be the speaker.
- Golf tournament in Naples, Florida on March 17 at Pelican Bay.

Situational Assessment conducted by Howrigan Consulting:

- Review of the 2019-2020 report and current status.
- The 2019-2020 study included:
 - Qualitative interviews.
 - Benchmarking with institutions.
 - Data screening and analytics.
 - Development of a case for support.
- Covid-19 and shifts in leadership impacted progress.
- The team has focused on building relationships and connections.

Key Findings from the 2020 Report

- External narrative needed transformation to one of vision and aspiration.
- Institutional Advancement was insufficiently resourced for a campaign.
- Issues with the database and data.
- Need for a comprehensive operational and strategic plan for advancement.

Current Status

- Progress has been made with President Thompson's strategic plan and vision.
- Westfield State University is not ready to articulate the "why and how" of a comprehensive campaign.
- Advancement continues to be insufficiently resourced for a campaign.
- Improvement in the culture within Advancement.
- Integration of fundraising and alumni engagement has effectively come together.
- Data quality issues persist, despite improvements. This is a critical area of concern, partly due to staffing issues.
- The team executes well but must focus on building a comprehensive, multi-year plan that would benefit the advancement office and the University.

Campaign Readiness

- A campaign is daunting, scary, and overwhelming, but Westfield State University needs to be bold and aim high.
- Steps to get a campaign going ASAP (ideally this fiscal year):
 - Optimize major giving:
 - Major giving involves long-term relationship building, multi-year pledges, and assets, not just immediate checkbook gifts.
 - Move towards a robust, high-functioning major giving operation with more staff.
- Work with an external firm to identify the top 50-100 prospects and build a strategy for them.
- Segment the remaining prospects.
- Identify unifying priorities for a bridge campaign while preparing for a comprehensive campaign (e.g., student access and success, health).
- Develop a case for support:
 - The branding is who are we, a case for support for a campaign is who do we intend to become and why should people care and why should people invest in us.
- Establish metrics and performance dashboards for gift officers (e.g., 12-15 visits a month, closing 12 major gifts a year).

Operational Needs This Year

- Multi-year plan for advancement is still needed, but staffing issues must be addressed first.
- Develop a roadmap to address data quality issues.
 - Data quality issues are illustrated when reports require multiple reviews before being presentable.
- Ensure volunteer boards understand their fundraising roles (expanding networks, etc.).
- Increase advancement staff focus on major fundraising, donor retention, and cultivation, and less on organizing fundraising events.
- Assess the campaign goal after deciding on priorities and testing the case for support with top prospects.

Staffing Needs

- Three immediate positions are needed:

- Advancement Services Role: Address the current shortage of staff handling business officer duties, prospect research/management, analytics, reporting, and gift entry.
- Donor Relations Officer: Fill the void left when Lisa (VP) previously served as the primary donor relations person.
- Campaign Director: Someone dedicated to the campaign's success, working with Lisa, the foundation, the president, and the chief of staff.
- Additional positions are recommended for calendar year 2026, but their specific roles need further evaluation (e.g., gift officers for planned giving, major giving, or leadership annual giving; communication staff).

Campaign Investment

- Preliminary investment breakdown: staffing and programming/operations.
- Initial investment of around \$350,000 to get started.
- Fully staffing the three key positions over three years would cost close to \$2 million.
- A campaign will raise more money than is currently being raised.
- Investment leads to increased giving.
- The model is you invest, you ramp up giving in a campaign and now instead of raising the \$1.7 to \$2 million a year, you are bringing in an additional \$2M-3M over 5 years, then your run rate is \$10-12M,, but you just can't do it without investment.

Mitigation Fund & Data-Informed Decisions

- Dr. Thompson and the speaker agreed to start a \$350 mitigation fund to gather data.
- The goal is to provide data for informed decision-making regarding responsibilities.
- The speaker notes that they are not asking for money at this time due to Dr. Thompson's belief in their fundraising ability.

Alumni Engagement

- Alumni responses are generally positive, expressing fondness for their experiences and a willingness to reconnect. Success will come in identifying and expanding the number of alumni we engage with.

FY25 & FY26 Spending Plans

- Working with A&F a FY25 spending plan will be created.
- The FY26 plan will take a more holistic approach, aligning goals with institutional objectives.
- Updates on the campaign's progress will be presented at each spring meeting.
- The board understands the need to invest money to generate returns.
- The board will review the data during the FY26 fall semester to understand the expected return on investment.

MOTION made by Trustee O'Rourke, seconded by Trustee Montemayor, The Advancement, Marketing, and External Relations Committee recommends approval to the full Board: To approve the granting of staff emeriti status, effective December 9, 2024, to the following individuals: Karen Canary, Rudy Hebert and Mark St. Jean. There being no discussion, a roll call was conducted, **Motion passed unanimously**

Staff Emeriti Nominations

- Three staff members are recommended for Staff emeritus status: Karen Canary, Rudy Hubert, and Mark St. Jean.
- Karen Canary:
 - Worked at the University for 22 years, primarily as an archivist in the library.

- Instrumental in acquiring the oldest document in the archives, a letter from Horace Mann to Samuel Newman from 1842.
- Rudy Hubert:
 - Worked at the University for over 37 years, starting in 1982.
 - Played a pivotal role in shaping the technology landscape at the university.
- Mark St. Jean:
 - Worked at the University for over 31 years.
 - Served as the original lab technician for the Department of Communication.

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 12:21 PM.

Attachments:

- a. Draft Minutes of October 23, 2024
- b. MarCom PowerPoint
- c. Advancement Fundraising and Alumni Engagement PowerPoint
- d. Westfield State Situational Assessment Board Presentation
- e. Motion – Staff Emeriti
- f. Staff Emeriti Biographies

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 December 9, 2024.

Daniel Currier, Secretary

Date



Board of Trustees

Advancement, Marketing, and External Relations Committee

February 20, 2025

Minutes

10:45 AM – 11:45 AM

Owl's Nest, Ely Campus Center

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; Vice President for Institutional Advancement, Lisa McMahon; and Executive Director Communication, Marketing and Branding, Dr. Leslie Rice.

The meeting was called to order at 10:46 AM by Committee Vice Chair Chris Montemayor and it was announced that the meeting was being livestreamed and recorded.

MOTION made by Trustee Williams, seconded by Trustee O'Rourke, to accept the minutes from the December 9, 2024 meeting. There being no discussion, **a roll call was conducted**, all in favor, the **Motion passed**.

Marketing Update: Rebranding Efforts

- The rebranding process is nearing completion, with extensive research incorporating feedback from various stakeholders (faculty, staff, alumni, etc.).
- The goal is to create an element of surprise with the rebrand unveiling. The final concepts should be ready next week, followed by an unveiling event.
- The current logo and colors will be changing, but the athletics logo will remain the same due to cost considerations. The University seal may be updated in the fall.
- The current brand is inconsistent with website and social media icons that are hard to recognize.

Connecting Brand to Strategic Goals

- The rebranding aims to strengthen the connection between the university's brand and its strategic goals, including student success and community engagement.
- A strong brand identity can foster a sense of belonging and emotional connection among students, encouraging them to stay connected to the community.
- The rebrand seeks to address increased awareness and knowledge about Westfield State University.
- The core value identified for the University is inquisitiveness, which aligns with the faculty's emphasis on lifelong learning and the leadership's approach to asking questions.

Logo Options and Concepts

- Four logo options were presented, representing a range of styles from artistic to practical.

- One logo pulls to an owl head and has the W.
 - One logo is designed to represent wisdom.
 - One logo pulls onto the owl and a feather.
- The rebranding includes a review of the language used to describe the University, aiming for more emotionally resonant messaging. "We have 256 acres of New England cedar" is not emotionally connecting.
- The final logo choice will consider factors such as color, representation, and how it looks in various applications (merchandise, print publications, website, etc.).
- The owl is a key element of the current identity that people want to retain.
- The design should connect to academia and the local environment (Westfield River).
- The logo needs to work across different platforms, from merchandise to websites to recruitment ads.
- Goal: To have a logo that fits everywhere, unlike the current logo which "simply doesn't work from a design perspective."
- Aim: To replace the current logo with something that everyone feels is theirs and evokes emotion.
- The seal will be reserved for special circumstances like presidential communications and official diplomas.

Color Issues

- Current blue inks will print in purple, causing inconsistency.
- Secondary color palette includes yellow, which is confusing because Worcester State University's colors are blue and yellow.
- Colors are chosen from a practical point of view to work with print shops and ensure materials match.
- Goal: To stand out from direct competitors.

Next Steps

- Next steps:
 - Campus unveiling of the logo.
 - Multiple departments will work together to change billboards, advertising, social identity, environmental branding, and signage.
 - Working with facilities to prioritize changes.
 - Redoing print and display materials (e.g., notepads, business cards).
 - Possibly creating sweatshirts with the new logo.
- New prep materials, viewbook, and magazine are in development.
- Recruitment for fall of 2026 has begun and will be reflected in the new book.

Advancement/ Fundraising /Alumni Engagement

- Engagement is expanding both on and off campus.
- The Cape Cod chapter has grown to over 100 members.
- Homecoming was more robust this year, kick-started by the 185th Blue Diamond Ball.
- Events like the Irish Tenors highlighted the campus and engaged new sponsors.
- A major gift officer in California is meeting with alumni to strengthen relationships.
- The Hogan Classic in Naples, Florida will include receptions and an event in Sarasota hosted by an alum.
- Plans for a fundraising campaign are moving forward. We are in the process of vetting three companies to work with our team through the discovery process, identifying and writing a case for support.
- We will be engaging members of our Board of Trustees, Westfield State University Foundation Board of Directors and the Westfield State Alumni Association Executive Council in this endeavor as we move forward.

Outreach Initiatives

- A Boston event is planned, and the campus platform is used to reach out through athletics, engaging parents and others not typically involved.
- The Keeper of the Dream event has gained momentum, with sponsors offering support after the initial event.
- Dr. Thompson's outreach in Georgia connected with Nettie Washington Douglass, enhancing campus events and student engagement.

FY25 Q2 Dashboard

- The FY25 Q2 data was shared showing total gifts and grants are ahead of FY24. One reason for this gain is due to increased online giving initiatives.
- Give A Hoot, our annual day of giving, is scheduled for March 26-27, 2025.

Commonwealth of Massachusetts Match

- The Commonwealth of Massachusetts match is an incentive program where the state matches funds raised.
- For every \$2 we raise, they'll give us a dollar.
- The limit is \$555,000 per university.
- The university is waiting to hear if they will have that this year.

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 11:28 AM.

Attachments:

- a. Draft Minutes, December 9, 2024
- b. MarComm Presentation
- c. Keeper of The Dream Booklet
- d. Dora Robinson Speaker Series Postcard
- e. Q2 IA Dashboard

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 February 20, 2025.

Daniel Currier, Secretary

Date

Westfield State Alumni

Alumni Relations Update

Alumni Association:

- The Westfield State Alumni Association Executive Council continues to work on revising their bylaws in a process that takes place every 5 years.
- The WSAA and Alumni Relations are offering a Duoro (Portugal) with Spain river boat cruise, led by President Thompson, for 9 days beginning November 3, 2025.

Alumni Relations:

- Owls in Florida-
 - Sarasota Yacht Club Luncheon Hosted by Michael Belle '86: 17 attended
 - Naples St. Patrick's Day Parade and Reception: 12 attended
 - Owl Golf & Reception: 42 attended



- On March 27th Alumni Relations and annual giving attended the Senior Class 50 Days to Commencement Toast with giveaway items
- Criminal Justice Hall of Fame honored seven alumni and one faculty member on April 5th with over 110 alumni, students, faculty staff, family, and friends in attendance.
- On April 7th, we welcomed Elle Bukosky to Alumni Relations as the Recent Alumni & Reunion Coordinator.

Westfield State Alumni

- April 18th, Alumni outing at The Hartford Yard Goats AA Baseball saw 24 alumni & friend attendees.



- Alumni Relations continues to collaborate across campus for engagements including but not limited to:
 - Alumni keynote speaker, James Jackson, Jr. '97, at the Sankofa Stoling Ceremony
 - Alumni keynote speaker, Alison Connolly '99, at the Student Government 100th anniversary banquet.
 - Communication Dept. year-end banquet.

A collage of photos showing various alumni events and a graphic titled "UPCOMING SUMMER TOUR". The photos include a large group of people at an indoor event, a group of people in formal attire, a baseball game at Polar Park, a group of people in green shirts, a group of people in a hallway, and a group of people in a field. The graphic lists the following events:

Event	Date
DENVER ALUMNI GATHERING	05/18
WESTFIELD '75 & '95 REUNION	06/07
GILLETTE STADIUM NEW ENGLAND REV'S	07/19
POLAR PARK WOOSOX GAME	08/23
VARIOUS BREWERIES RECENT ALUMNI SERIES	6/12-8/14

WESTFIELD STATE ALUMS

For more events and updates visit: westfieldalumni.org

FY25 Gifts as of 6/4/2025

EXECUTIVE SUMMARY

FY24 TOTAL YEAR FY23

\$1,550,710.51 TOTAL GIFTS & GRANTS

\$840,059.93 Gifts

\$710,650.58 Grants

\$2,267,103 \$1,982,657

\$1,520,171 \$1,498,184

\$746,931 \$484,472

1,267 Donors

-39

1,306

1,614

677 Alumni or Student

-3%

694

1,002

142 Employee*

149

175

488 Friend or Organization

501

483

* 40 Employees are also alumni or students

\$299.81 Average Gift

\$241.21

\$234.27

excl. 3 Dower gifts excl. 3 Dower

2,802 Number of Gifts

FY22

\$1,593,634

\$1,534,134

\$59,500

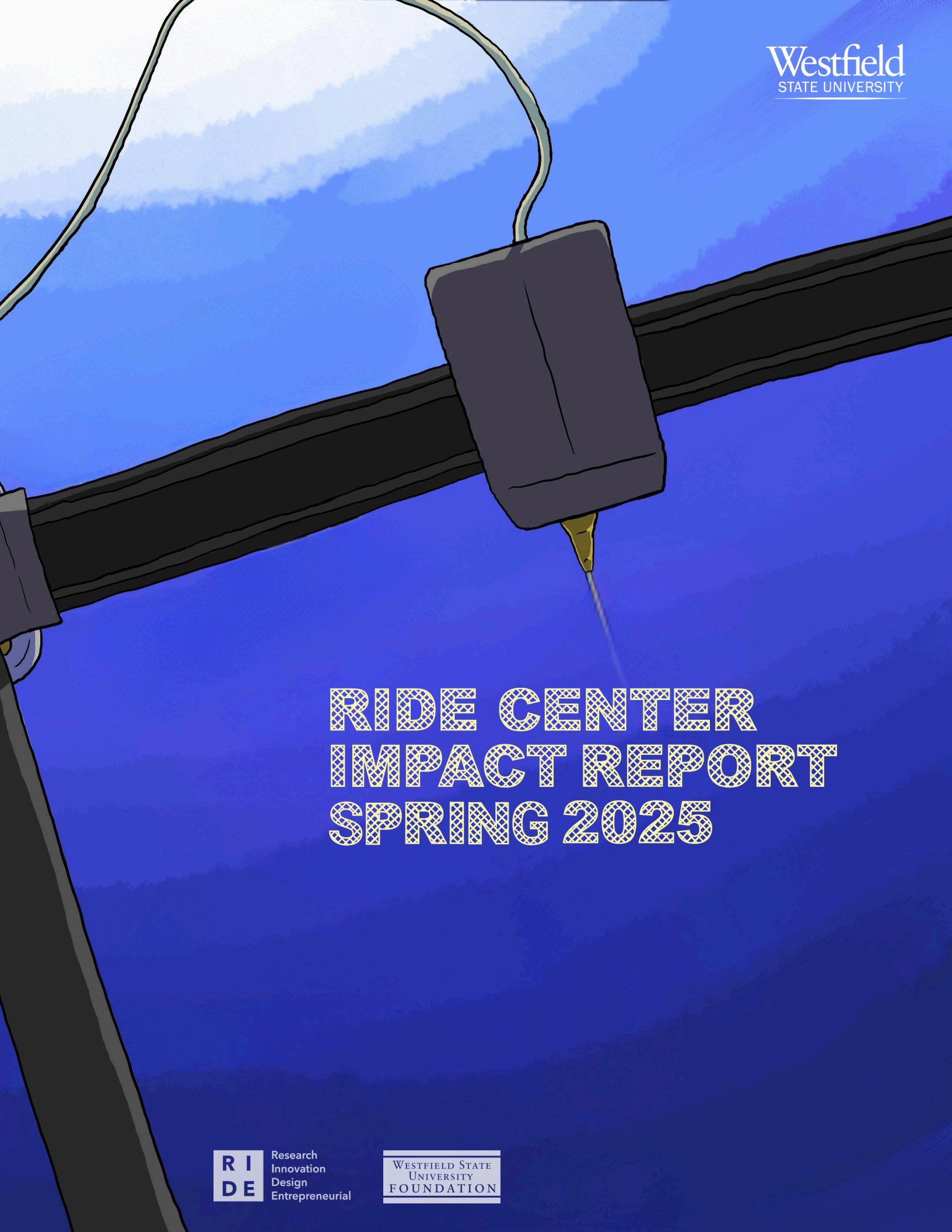
1,492

305

486

638

· gifts



RIDE CENTER IMPACT REPORT SPRING 2025



Message from the Executive Director

This June marks RIDE's first full-Academic Year of operations and what a year it has been! Serving over 600 students, the mission and vision of the RIDE Center—to increase accessibility to technology, innovation, and entrepreneurial practices that accelerate learning and prepare students for leadership and jobs of the future—continued to deliver in unique and diverse ways.

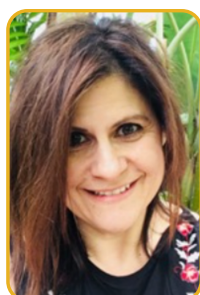
During the Spring of 2025, we served over 300 students from 30 Majors, supported 17 returning and new faculty who embedded RIDE tools and technologies into their course projects, RIDE rolled out a successful and collaborative Innovation Challenge with the Albert and Amelia Ferst Interfaith Center's Meditation Garden, hosted perspective and alum events, strengthened partnerships with local schools, and forged new Corporate, Academic, and Technology Partners.

In addition to serving as a hub for creative solutions and innovative thinking, our students are utilizing the space as a first stop for entrepreneurial practices. We continue to offer workshops aimed at developing entrepreneurial skills. We worked with and mentored students running successful businesses out of their dorms who are ready to grow, ones that are considering starting a business, and even students inheriting a legacy company.

Outside our walls, RIDE is being recognized for the value and nontraditional approaches we're taking to increase the diversity of designers, inventors, and entrepreneurs. We are excited to continue working with our faculty year-round who are utilizing RIDE in diverse ways to accelerate student understanding of complex concepts and theories.

This Fall will be an exciting one as we open it up with a "Mocktail" event open to all students, faculty, and staff to showcase the innovative projects that our RIDE Faculty Fellows and the President's Innovation Fund awardees have created. Our ever-popular "Tool Tuesdays" will return and we will be increasing our offerings for entrepreneurial speaking series and workshops. We'll also be piloting an interdisciplinary invention research project with seed money from the Glenn Bailey Family Foundation.

I am grateful for the generous financial support and efforts of President Linda Thompson, Lisa McMahon and the entire Institutional Advancement team, The Albert & Amelia Ferst Interfaith Center, the Glenn W. Bailey Foundation, the Beveridge Family Foundation, the Peckham Family Foundation, WSU alums, and community donors. A special thank you to Laura Blockel for her expert work on grants and Grace Templeton, RIDE Center Coordinator for her unparalleled RIDE daily operations, marketing talents, and student support!



Lamis Jarvinen

Lamis Z. Jarvinen, Ph.D.

Founder & Executive Director,
Research, Innovation, Design, &
Entrepreneurial Center

SPRING 2025 HIGHLIGHTS

CAMPUS &
COMMUNITY
IMPACT

QUICK STATS

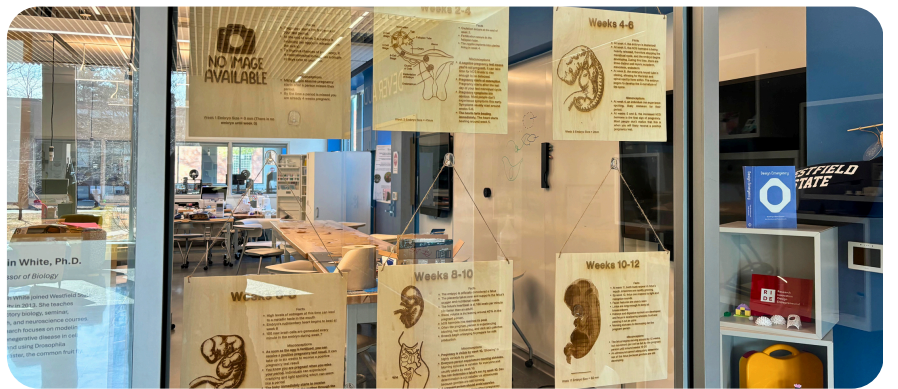
TOOL TUESDAYS:
SPRING '25
OVERVIEW

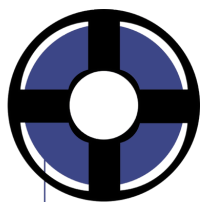
INAUGURAL
INNOVATION
CHALLENGE

RIDE FACULTY
FELLOWS

Report prepared by:
Grace Templeton,
RIDE Center Coordinator



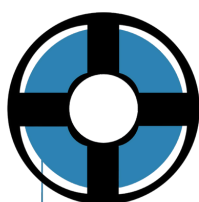




COURSE IMPACT

RIDE worked with faculty who wanted to utilize the fabrication and design tools and software to create applied course-experiences. Implementation of the new W.I.S.E. (Westfield's Integrative Student Experience) General Education curriculum provided opportunities for faculty to consider various ways to engage students in complex theories and concepts.

Throughout the Spring '25 semester, Dr. Lamis Jarvinen collaborated with new and returning RIDE Faculty Fellows to create projects focused on accelerated student learning and creative problem solving. Faculty received funding, consultation, training, and materials through RIDE's Faculty Fellowship Program. Meet our Spring '25 Faculty Fellows (pg. 9 & 10) to learn about the unique ways faculty utilized the RIDE Center.

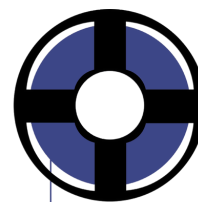
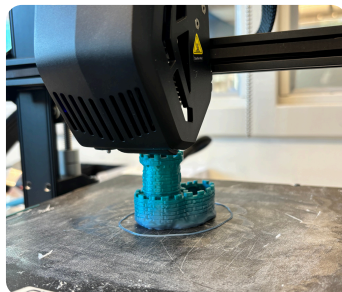


TOOL TUESDAYS

Tool Tuesdays provided students, faculty and staff with an opportunity to participate in fun DIY workshops designed to introduce them to fabrication tools and creative approaches.

These workshops continued through the Spring '25 semester with RIDE staff introducing participants to fabrication tools, software, and the impact of technology on problem solving. Tool Tuesdays also allowed students to engage with RIDE staff & their peers - fostering a safe social welcoming those who may be intimidated by the equipment.

Sponsored by: The Beveridge Family Foundation



INNOVATION CHALLENGES

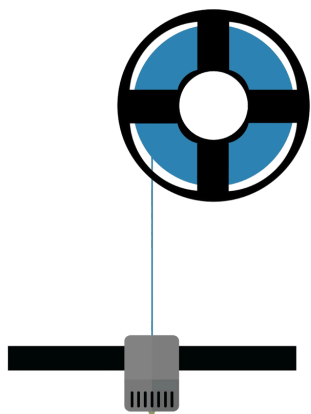
Led by RIDE Staff through a collaboration with the Albert & Amelia Ferst Interfaith center and the Westfield State University Foundation, students successfully installed their prototypes into the Interfaith Meditation Garden, revealing them at the April 10th, 2025 Garden Party .

Thanks to the generosity of the Interfaith Center and its donors, student teams were able to build and install two "Little Free Libraries," two arbor swings made of cedar, and a meditation fountain. A special Thank You to Fr. Warren Savage, Colleen Mollica, Lisa McMahon & WSU Foundation, Deacon Dan Romanello, and Tom Therrien (WSU Facilities).

See pg. 8 for more information.

Cosponsored by: The Albert & Amelia Ferst Interfaith Center, Westfield State University Foundation





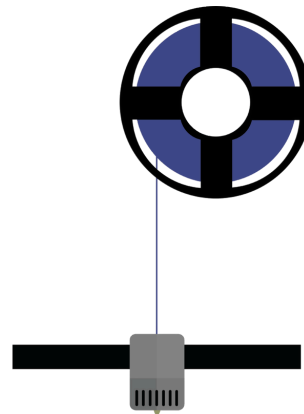
ENTREPRENEURIAL MINDSETS

RIDE has become a central hub for students to discuss their entrepreneurial goals and learn the fundamentals of running a successful business. Whether they are discussing strategies with Dr. Jarvinen or learning to use a fabrication tool to support their business ideas, students are better understanding what it takes to become a successful business owner.

In collaboration with WSU Dining, the RIDE Club co-sponsored the 2nd student-entrepreneur vendor fair in April 2025. The talents and entrepreneurial energy were impressive, with over 15 student businesses showcasing their products for sale.

Right: Student Vendor Fair photos

Below: Student entrepreneur Alexandra Zajko '28, RIDE Club President, with her mural in RIDE Center



SUPPORTING RECRUITMENT & RETENTION

RIDE supported local school collaborations, including the Westfield Technical Academy, this Spring with multiple visits and workshops. Students came to RIDE to learn about prototyping for proof of concept and participated in a 3D CAD design workshop.

RIDE continued to contribute to the efforts of WSU's Alumni Relations, Admissions and Athletic teams to support recruiting efforts. Perspective college students and their families, community partners, industry leaders, and alums visited RIDE to get a better feel for the integrative nature of WSU life.

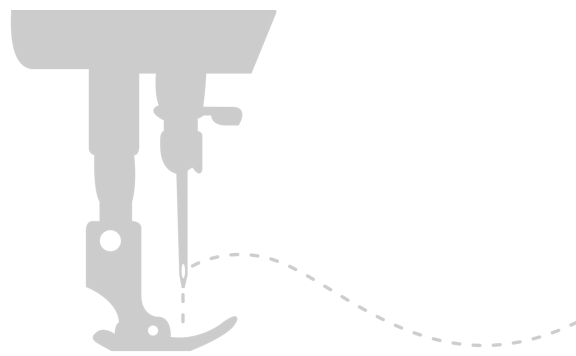


QUICK STATS FOR SPRING '25

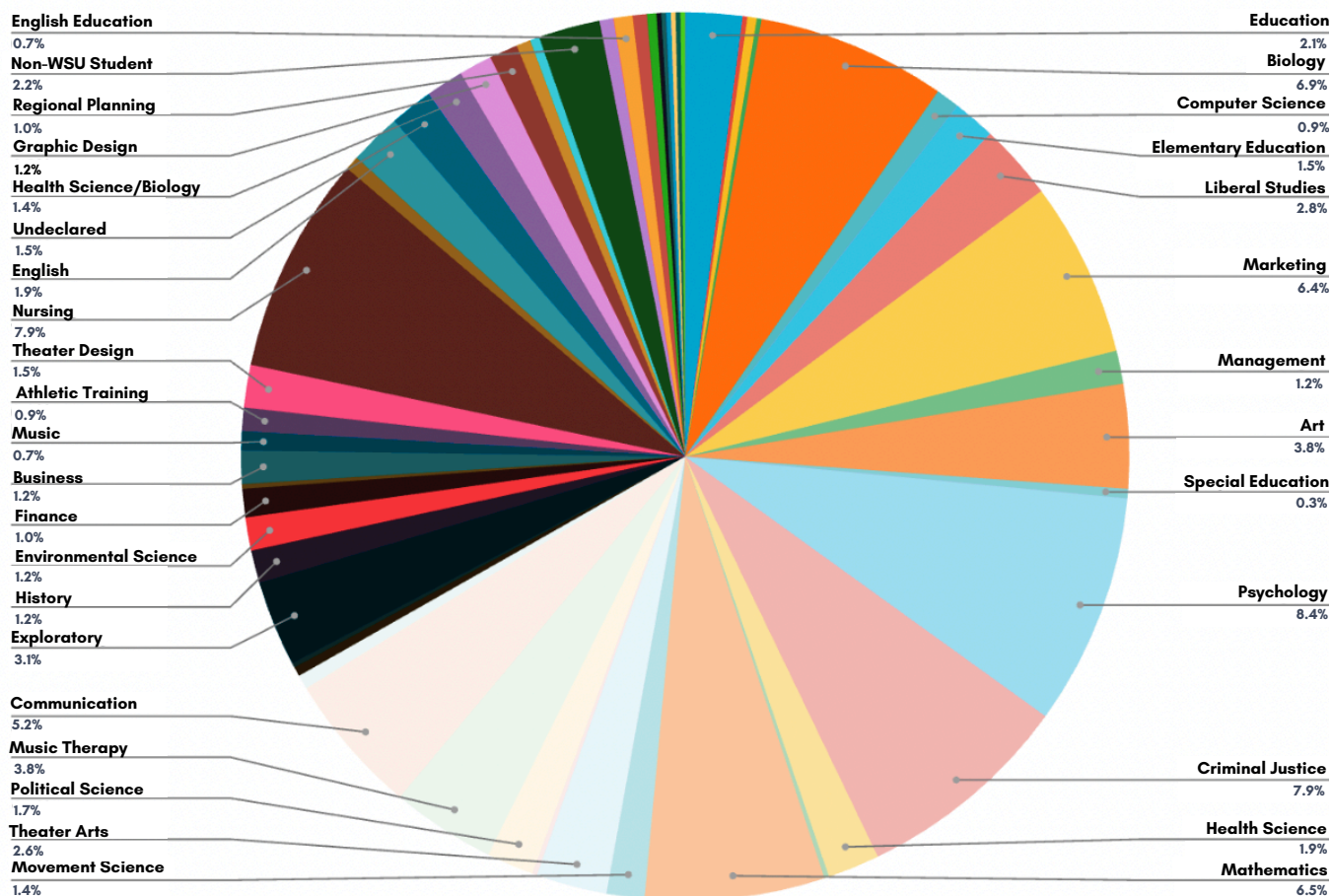
RIDE Usage - Based on 333 WSU Students Who Responded this Spring

All students, faculty and staff are asked to complete a RIDE Center utilization and consent form. The information below is not exhaustive but does reflect the voluntary responses of 333 WSU students in the Spring '25.

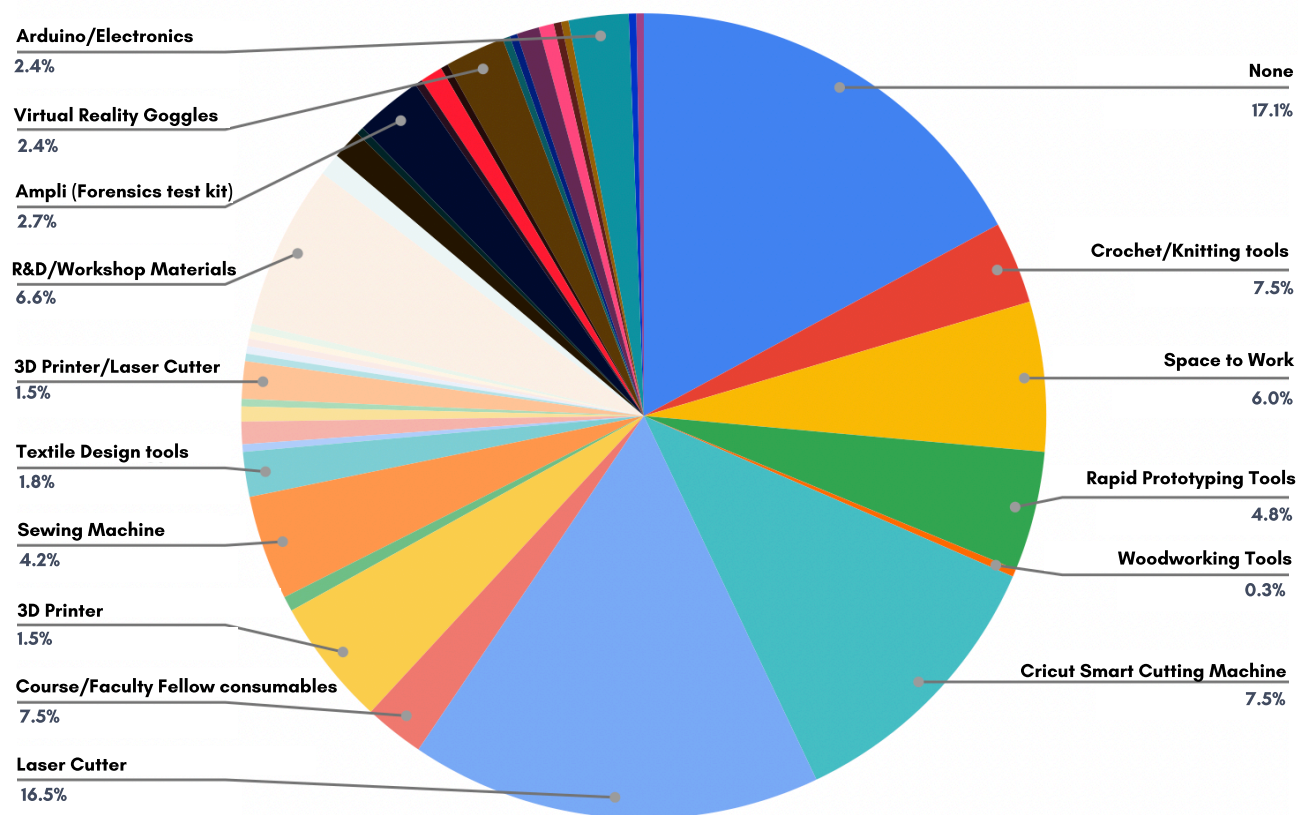
**Due to limitation of space, not all majors and minors are represented*



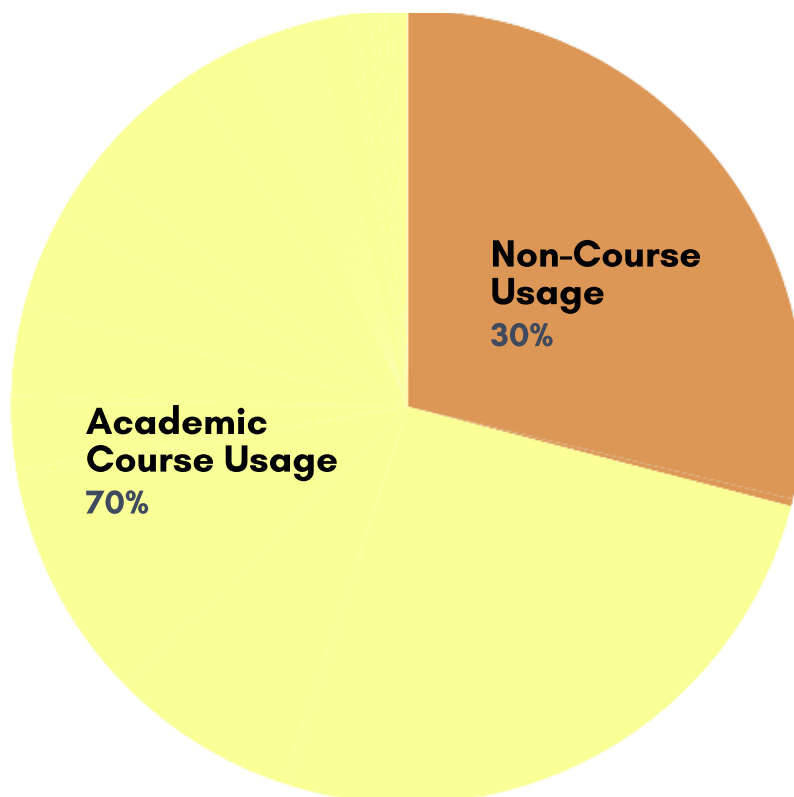
Majors & Concentrations Served - 30



Fabrication Tools Utilized



Course & Non-Course Use of RIDE Center - S'25



TOOL TUESDAYS: SPRING 2025

Tool Tuesdays provides students, faculty and staff opportunities to learn about the RIDE Center's fabrication and design tools while trying their hand at a DIY project. The workshop series was back with a new line up for the Spring '25 semester.

FEBRUARY 4TH

Valentine's Day Card Making

Cricut Smart cutting machine

FEBRUARY 25TH

DIY Drawstring Backpacks

Sewing machine, embroidery machine,
Cricut Smart cutting machine & heat press

MARCH 18TH

Basics of CAD & 3D Printing

3D printers, various CAD software

APRIL 1ST

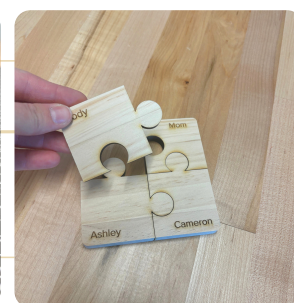
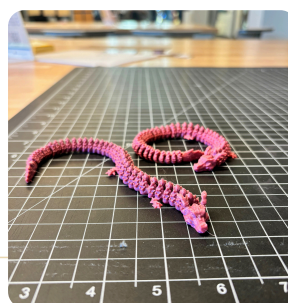
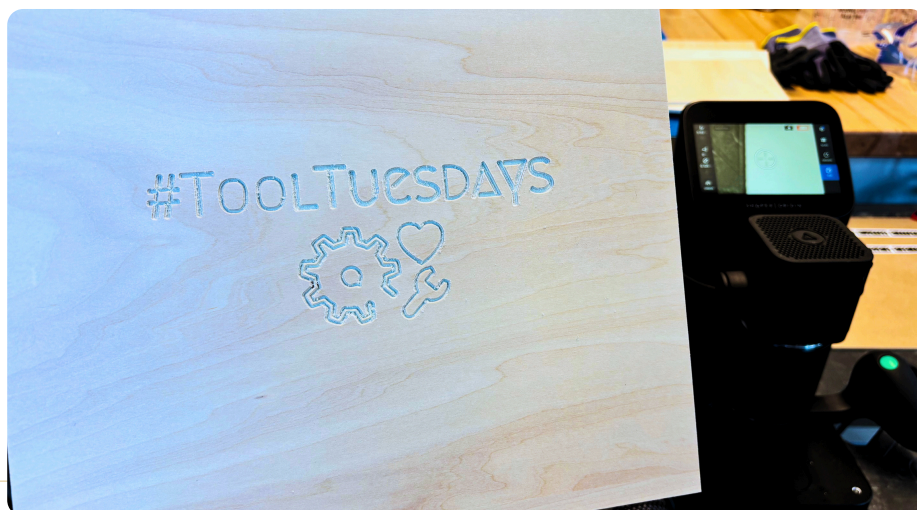
Jigsaw Puzzle Coasters

Laser cutter, Shaper Origin portable CNC router

APRIL 15TH

Celebrating Earth Day 2025: DIY Recycled Magnets

Rapid prototyping tools, glass fusion equipment



INAUGURAL INTERFAITH & RIDE INNOVATION CHALLENGE: SPRING 2025

"Creating a Sense of Community"

A first of its kind collaboration between the Albert & Amelia Ferst Interfaith Center, the RIDE Center, and the Westfield State University Foundation, under the leadership of President Linda Thompson. Students were challenged to use the RIDE Center to design installations that foster the Interfaith Meditation Garden's mission of creating a sense of belonging and community.

Student teams engaged in the process of advancing ideas from theory to practice, including: researching and communicating their proposals in a professional settings; taking constructive criticisms; working effectively in teams; and learning to fit their concepts into the greater vision and mission of the stakeholders they are serving. They learned about project management, design, iteration, and how to use various tools and software to bring their ideas to life. A special thank you to Father Warren Savage, Colleen Mollica, Lisa McMahon, William Hynes, and Tom Therrien for their collaborations, financial support, and expertise.

Participating Teams & Projects:

Team KMY LEADS: "Little Free Library Houses" – Mayelky Cordero Plascencia '28, Kimberly Tamay '28, & Yariana Lopez '28.

Team MAR: "Meditation Swings" – Maria Fernanda Avalos Escobedo '27, Aaya Almayahi '27, & Rachel Brewer-Karimi '27.

Team Alex: "Water Feature" – Alexandra Zajko '28.



SPRING 2025

New* & Returning RIDE Faculty Fellows

The RIDE Center partners with faculty to support course learning objectives and to provide opportunities for complex problem solving and proof of concepts. Dr. Lamis Jarvinen has worked with over two dozen faculty to personalize projects and logistics without adding additional work to their load. Becoming a RIDE Faculty Fellow comes with many benefits, including a small material stipend. Take a look at the creative ways that some of our new and returning Spring '25 Faculty Fellows engaged students through RIDE:



Suzanne Boniface*, Adjunct Professor of Public Relations

"Advanced Public Relations" & "Public Relations Writing" Courses

Students were trained on the Cricut Smart cutting machines and button maker to design logos and learn how the equipment can be beneficial to promoting an event or cause.



Ashley Evonoski-Cole*, Ph.D., Associate Professor of Chemical & Physical Sciences

"Criminal Forensics" Course

Utilizing Ampli kits containing interchangeable, modular components and test strips, students were able to recreate diagnostics and design their own analytical models to understand the testing methodology in forensic sciences.



Michael Filas*, Ph.D., Professor of English

"Writing Fiction" Course

In order to develop a further understanding of characterization and the physical sensations that go along with a real experience, students utilized RIDE Center virtual reality goggles to try flying or walking on a building at great heights. They used these experiences to help respond to a characterization writing prompt in class.



Julian Fleron, Ph.D., Professor of Mathematics

First-Year Journey "Arts and Mathematics" Course

Students in a First-Year Journey Arts and Mathematics course were challenged to utilize basic mathematical shapes to create unique works of art. They were given free reign to incorporate various tools and mediums available in the RIDE Center, including: fused glass, 3D printing, rapid prototyping tools, laser cutting, and more.



Anthony Furnelli, Associate Professor of Marketing

"AI For Marketing & Management" Course

Students were asked to utilize AI technology to generate logos for a business and to create tangible marketing material using Cricut Smart technology. To accomplish these goals, they learned how to utilize AI software, Cricut design and precision tools.



Andrew Habana Hafner, Ed.D., Associate Professor of Education

"Honors Critical Multicultural Education" Course

Students utilized the RIDE Center Tool Tuesday canvas workshop to create banners that addressed their own "Crossroads of Democracy." Students learned how to utilize textile design tools to create an interactive display engaging visitors on issues of interest in the 2024 Presidential election.



Joan Kuhnly*, DNP, Professor of Nursing

"Nursing Research" Course

Nursing students utilized RIDE tools & equipment to create their own working nebulizers using only a foot bike pump, masks, tubing, and anything else they could find in the RIDE Center.



Kerrie McKinstry-Jett*, Ph.D., Adjunct Professor of Physics/Astronomy

General Physics: Lab

Dr. McKinstry-Jett utilized the electronics station to prototype an Arduino-based infrared thermometer. Students in this physics lab built the instrument, and used it to investigate Newton's law of cooling. The lab introduced computer programming, electromagnetic waves, and heat transfer.



Rebecca Morris, Ph.D., Professor of Strategic Management

"Introduction to Business" Course

Students were given modules throughout the semester to gauge whether their own respective, hypothetical coffee shops were thriving. The RIDE Center helped groups bring their own brands to life, with everything from 3D printed table decor to personalized stickers and embroidered clothing with one-of-a-kind designs.



Christine von Renesse, Ph.D., Professor of Mathematics

"Honors Math Explorations" Course

Students worked on an Islamic Art project on geogebra.org and used the RIDE center to bring their work to life using the laser cutter, embroidery machine, and Cricut Smart cutting machine.



Melissa Roti, Ph.D., Professor of Sports Medicine & Human Performance

First-Year Journey "Living Your Best Life" Course

Students developed their own personal health vision statements to conceptualize what "Living your best life" means to them by designing tangible, visual representations. They created their own logos with the Cricut Smart cutting machine and laser cutter.



Amanda Salacinski, Ph.D., Assistant Professor of Sports Medicine & Human Performance

Exercise Physiology Course

Dr. Salacinski (Alongside Dr. Selgrade) 3D printed sarcomere models to offer student a visual representation of actin and myosin during muscle contraction.



Brian Selgrade, Ph.D., Assistant Professor of Sports Medicine & Human Performance

Kinesiology Course

Dr. Selgrade 3D printed sarcomere models to offer student a visual representation of actin and myosin during muscle contraction.



Jess Stephens, Ph.D., Assistant Professor of Biology

"Biology of Pregnancy" Course

Dr.'s Stephens and White utilized the RIDE Center laser cutter to create public service announcements detailing the "Facts and Misconceptions" of the first trimester of pregnancy.



George Ramirez, Professor of Graphic Design

"Typography I" Course

Prof. Ramirez challenged his students to design their own nesting boxes, first having them cut the intricate lines by hand and then eventually with the laser cutter. These students learned not only how to operate the laser cutter, but how to troubleshoot their designs when Adobe elements didn't translate in 3D to their original vision.



S. Vaithee Subramanian, Ph.D., Assistant Professor of Physics/Chemistry

General Physics: Lab

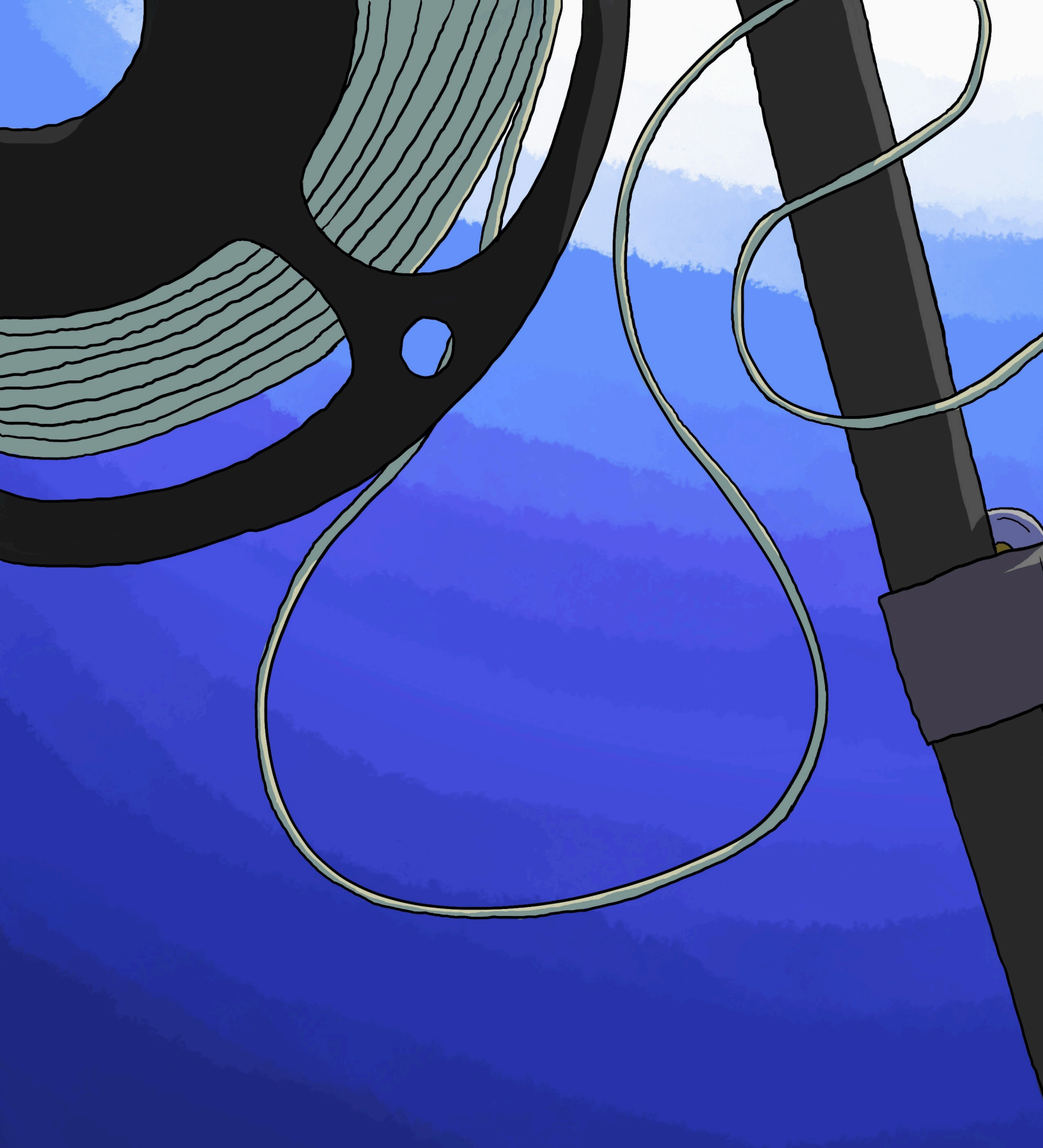
Dr. Vaithee utilized the electronics station to prototype an Arduino-based infrared thermometer. Students in his physics lab built the instrument, and used it to investigate Newton's law of cooling. The lab introduced computer programming, electromagnetic waves, and heat transfer.



Robin White*, Ph.D., Professor of Biology

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Westfield
STATE UNIVERSITY

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