



Board of Trustees

Advancement, Marketing and External Relations Committee

December 18, 2025

Time 1:15 p.m.

Loughman Living Room, Scanlon Hall

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. October 21, 2025 | |
| 3. Items for Information | |
| a. Fundraising/Engagement/Alumni/Metrics | Ms. Lisa McMahon |
| • President Linda Thompson’s Scholarship for Student Access and Success | |
| b. Advancement | |
| • Campaign Framework and Budget Proposal | Ms. Kathy Howrigan
Howrigan Consulting |
| 4. Items for Action | |
| a. Motion – Fundraising Campaign | Ms. Lisa McMahon |
| b. Motion – Staff Emeriti | Ms. Lisa McMahon |