



Board of Trustees
Advancement, Marketing and External Relations Committee
February 20, 2025

10:45 AM
Owls Nest, Ely Campus Center

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
a. December 9, 2024 | Trustee Gloria Williams |
| 3. Items for Information
a. Marketing update
b. Advancement/Fundraising/Alumni Engagement
c. Campaign Update
d. Q2 Dashboard |
Dr. Leslie Rice
Ms. Lisa McMahon
Ms. Lisa McMahon
Ms. Lisa McMahon |
| 4. Adjournment | Trustee Gloria Williams |