



Board of Trustees

Enrollment Management & Student Affairs Committee

December 18, 2025

Time: 10:30 – 11:45 a.m.

Loughman Living Room, Scanlon Hall

Committee Members: Chair William Reichelt, Vice Chair Tessa Lucey, Secretary Jason Queenin, Member, Barney Garcia and George Gilmer

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 William Reichelt |
| 2. Approval of Minutes | Trustee William Reichelt |
| a. October 21, 2025 | |
| 3. Items for Information | |
| a. DGCE Admissions Strategy | Daniel Forster |
| b. Introduction to the new brand platform | Leslie Baldino & Shannon
Lester from BVK |
| 4. Open Discussion | |
| 5. Adjournment | Trustee William Reichelt |