



Board of Trustees
Advancement, Marketing and External Relations Committee Agenda
December 9, 2024
11:15 AM – 12:15 AM
Loughman Living Room, Scanlon Hall

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. October 23, 2024 | |
| 3. Items for Information | |
| a. University Rebrand and Marketing Initiatives Update | Dr. Leslie Rice |
| b. Advancement/Fundraising/Engagement/Alumni/Campaign | Ms. Lisa McMahon |
| c. Staff Emeriti Nominations | Ms. Lisa McMahon |
| d. External Relations Update | Atty. Melinda Phelps |
| 4. Adjournment | Trustee Gloria Williams |

Attachments:

- a. Draft Minutes of October 23, 2024
- b. TBD