



## Board of Trustees

Advancement, Marketing, and External Relations Committee

8:30 AM - 9:20 AM

June 20, 2024

Minutes

Conference Rooms A & B, University Hall

A live stream of the meeting for public viewing also took place on YouTube.

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**MEMBERS PRESENT:** Committee Chair Dr. Gloria Williams, Vice Chair Chris Montemayor, Secretary Daniel Currier, Trustee Melissa Alvarado, and Board Chair Ali Salehi, ex-officio member

**MEMBERS EXCUSED:** Trustee Madeline Landrau

Also present and participating were Westfield State University President Dr. Linda Thompson; Institutional Advancement Vice President Ms. Lisa McMahon; Director of Advancement and Major Gifts Mr. William Hynes; Executive Director of Communication, Marketing and Branding Dr. Leslie Rice, Director of Conference and Event Services Ms. Joanne Bigelow, Executive Director of RIDE center Dr. Lamis Jarvinen, and Director of Alumni Relations, Ryan Meersman.

The meeting was called to order at 8:30 AM by Committee Chair Dr. Gloria Williams and it was announced that the meeting was being livestreamed and captured as recorded.

**MOTION** made by Trustee Alvarado, seconded by Trustee Currier, to accept the minutes from the April 25, 2024 meeting. There being no discussion, a roll call was conducted, and the **Motion passed unanimously.**

Ms. Lisa McMahon introduced herself and departments under the Advancement department to the new Trustee, Tessa Lucey. Dr. McMahon gave background on being on the hiring committee for the new Provost search.

Also discussed:

- Go Global Event, introducing the commencement speaker Mary Lou McDonald was a success.
- The Fundraising department was able to receive \$25,000 and \$50,000 sponsorships towards the Blue Diamond Ball.
- Discussions on a Westfield State University Chapter in Georgia were made after an Alumni & Friends Reception in Atlanta.
- Summer of Fun 2024 for Alumni – Sunset Cruise and Worcester Red Sox game.
- Quarter Dashboard presented- 2.2 Mil in gifts and grants received.
- Capital Campaign – WSU worked with an outside assessor, Kathy Howrigan Consulting, to focus on what Advancement should focus on, staffing, marketing, fundraising etc.

- New Alumni relationships created in Boston and Atlanta Georgia.
- RIDE center – partnering students with external stakeholders and community leaders. Focusing on accessibility for all students and non-student groups.

Dr. Rice introduced herself and discussed WSU rebranding and prospective students. Partnering with BVK, national firm doing higher education, and hospitality. At first stage of planning and discovery, to ask who are we? Do we have enough information to move forward, does it align with our core message? Need a brand/ new logo that will last 10 years or more.

Strategic investments include multiple advertising initiatives, engaging with our brand. Billboards, PVTA buses, and radio/tv with Dr. Thompson’s voice. Digital advertising for a transfer students focusing on competitive schools. Dr. Rice presented to the Board a “welcome box” sent to prospective students.

Discussion around marketing focusing on graduate and part time students. Dr. Rice explained that marketing is currently focusing on branding and will in the future, spend time on graduate studies being promoted.

**MOTION** made by Trustee Montemayor, seconded by Trustee Alvarado, to adjourn the meeting. There being no discussion, a roll call was conducted, **Motion passed unanimously**

Meeting adjourned at 9:27 AM.

**Attachments:**

- Draft Minutes of April 25, 2024
- 185<sup>th</sup> Anniversary Rack Card
- Save the Date-Blue Diamond Ball
- Alumni Update
- Q4 Dashboard to 6-12-24
- WSU Campaign Presentation
- RIDE Rack Card (1)
- RIDE Rack Card (2)
- RIDE Annual Report 2023-24
- MarComm BoT June 24

**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 June 20, 2024.

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Daniel Currier, Secretary

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Date