



Board of Trustees

Enrollment Management and Student Affairs Committee

February 7, 2023

Minutes

Nettie Stevens Science and Innovation Center, Room 304

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

MEMBERS PRESENT: Committee Chair William Reichelt, Vice Chair Melissa Alvarado, and Trustee Chloe Sanfacon

MEMBERS PARTICIPATING REMOTELY: Trustees George Gilmer [left the meeting at 12:00 PM]

MEMBERS EXCUSED: Secretary Paul Boudreau

TRUSTEE GUESTS PRESENT: Trustees Dr. Robert Martin, Chris Montemayor, Ali Salehi, and Dr. Gloria Williams

Also present and participating were Westfield State University President Dr. Linda Thompson, Enrollment Management Vice President Daniel Forster, Dean of Students Maggie Balch, Assistant Director of Financial Aid Jasmine Shah, Director of Admissions Mike Mazeika, Associate Registrar/Director of Graduate Program Admission Jessica Tansey, and Coordinator for Student Involvement Laura Cafaro.

The meeting was called to order at 11:02 AM by Committee Chair William Reichelt. A roll call was taken of the committee members participating as listed above and it was announced that the meeting was being livestreamed and captured as recorded.

Admissions Undergraduate and CGCE Update. Westfield State is one of just a few universities ahead in deposits and repeat applications. Mr. Mazeika provided the fall and spring funnels for first year and transfer students. Applications are down from last year, which was expected since that was the first year the common app was used. Applications from Massachusetts were down, but up in Hamden county and out of state, which speaks to connecting with community and a larger trend of students attracted to localization in state. A profile of where students were coming from was requested [provided on February 24, 2023]. The committee would also like to see data on increases in applications to private universities. It was noted that many elite institutions meet the full need of students.

Ms. Tansey provided funnels for part-time undergraduate and second bachelors and graduate and post-baccalaureate students for the fall and spring. For the summer rollover semester there are 31 students at the graduate level enrolled. Undergraduates are on target. The committee requested the countries of interested students.

If an application is submitted but not completed, there is a campaign that sends an email every 10 days.

Accepted student days are separated into schools so academic departments have more time with students. Upcoming events were shared. It was suggested we need to do better promoting ourselves in the area.

Financial Packaging Review. Ms. Shah provided FAFSA outreach plans to students on campus and new student financial aid information.

Presence-Online Student Engagement Platform. Ms. Balch shared that student development and leadership has had to start from a basic level post pandemic.

Ms. Cafaro shared data on the new Presence app, termed Nestwork, which can be accessed through the website. Information on event attendance was shared. Twenty-nine percent of students are on the app and 117 organizations are represented. The app has been helpful for student engagement. For students who may be at high risk or not engaged, she can send them links via email of activities that may be helpful and has lunch with them to get to know them. Student Affairs is trying to promote the app better on campus and new students are introduced to it through orientation.

MySSP Data. Ms. Balch provided additional information on My Student Support Program (Lifeworks), "MySSP" emotional support wellness app available to students 24/7/365 and in multiple languages. Students can connect via text, telehealth, and phone conversation. There are articles, quizzes, medication side effects, helpful hints to help with grief, depression, anxiety. [Trustee Gilmer left the meeting at 12:00 pm]. Students reported the app helped them stay in school, which helps retention goals. This type of platform reaches students who are not comfortable sharing information with other people. On average, there are 28 students who reach out monthly. Mr. Forster added that this app is not operating in a silo, but will connect to our counseling services, helping to achieve the president's goal of having a wellness model on campus. The wellness consultant was pleased we had the app as it is best practice and the best on the market. The cost for additional services is tiered at the number of students and sessions requested. It was stated that the students' mental and physical health is well worth investigating the cost of providing the upper tier of services for students.

There being no further business, **MOTION** made by Trustee Alvarado, seconded by Trustee Sanfacon, to adjourn. There being no discussion, **ROLL CALL VOTE** passed motion unanimously with Trustees voting in the affirmative: Alvarado, Reichelt, and Sanfacon

Meeting adjourned at 12:10 PM.

Attachments presented at this meeting:

- a. PowerPoint Admissions/CGCE/Financial Aid/Presence/MySSP