



**Board of Trustees**  
**Advancement, Marketing, and External Relations Committee**  
**Minutes**

October 21, 2025, 10:45 a.m.

President's Boardroom, Horace Mann Center

A live stream of the meeting for public viewing will also take place at the following link: <https://www.westfield.ma.edu/live>

---

**MEMBERS PRESENT:** Committee Chair Dr. Gloria Williams, Vice Chair Chris Montemayor, Secretary Barney Garcia, Trustee Michael O'Rourke, Trustee Jason Queenin, and Board Chair Ali Salehi, ex-officio member

Also present and participating were Westfield State University President, Dr. Linda Thompson, Vice President for Institutional Advancement, Lisa McMahon and Executive Director of Institutional Advancement and Westfield State University Foundation, William Hynes.

The meeting was called to order at 10:46 a.m. by Committee Chair Dr. Gloria Williams and it was announced that the meeting was being livestreamed and recorded.

**MOTION** made by Trustee Queenin, seconded by Trustee O'Rourke, to approve the minutes from the June 11, 2025, meetings. There being no discussion, a roll call was conducted, and the **Motion passed**.

**Fundraising / Engagement / Alumni**

- The fundraising goal was to reach 2.03 million, and they reached just under 2.4 million, an 11% growth.
- Funds go to scholarships, Owl athletics, and unrestricted funds across many departments.

**Dashboard Presentation**

- 1,314 donors last year.
- Increased crowdfunding, with recognition given to the Director of Athletics, Richard Lenfest and his coaches for embracing crowdfunding and raising revenue for their teams.
- The plan is to extend the crowdfunding approach to new deans and departments, particularly around "give-a-hoot" in March.

**Homecoming/ Online Auction**

- Events are scheduled starting on October 23, 2025 including a fall festival by student affairs, a ribbon cutting, and alumni poetry events.
- The Athletic Hall of Fame will be held in the evening.

- New additions include an alumni breakfast for legacy families and mini-classes offered by Nicole West (Psychology of Friendship), George Ramirez (graphic design), and PB STEM (innovation challenge).

#### Online Auction

- The online auction starts on October 19, 2025 and runs through the 24th.
- Attendees are encouraged to "bid high and bid often" using the QR code.
- The online auction is different because families, faculty, and staff have offered opportunities.
- Examples of opportunities: book clubs, simulation labs, working with student government.
- A high school senior interested in student government and Westfield State can spend the day with student government officers.
- The online auction is in its third year.
- People can help by passing along the QR code or link to others, even those not affiliated with Westfield State.
- There are about 100 auction items, with about 20 unique to Westfield State.
- The auction has about \$22,000 worth of items up for bids.

#### **Fundraising Campaign Planning Update**

- Since the spring, data has been gathered and stakeholders across campus have been interviewed to develop a prospectus.
- An ad hoc committee was created with representation from all three volunteer boards.
- The committee is reviewing the prospectus and will serve as a sounding board and steward for the campaign's discovery phase.
- The consultant is soliciting feedback on the prospectus from internal and external constituents.
- Prospect analysis and segmentation are being conducted to identify who will make up the donor pyramid.
- The discovery process will be completed, and findings will be presented in December.
- A full case for support, a dollar goal, and a recommended budget will be presented for consideration.

#### FY26 Snapshot

- The current total is about 1.5 million in gifts and grants, with 277 gifts.
- Key Performance Indicators (KPIs) to be presented each time: total dollars in donations, total number of donors, and total numbers of alumni engagement.
- Working with Advancement Services to accurately capture alumni engagement data.

#### Capturing Alumni Engagement

- Departments often bring in alumni without the knowledge of a central tracking system.
- It's important to capture all alumni engagement because it can take a long time to cultivate major gifts, sometimes "40 years of engagement."

#### Campaign Staffing

- Additional staff will be needed to "pound the pavement" and "hit the ground."
- The people being interviewed are from across the country to get different perspectives on the campaign.

#### Foundation and Affinity Groups

- A foundation member in the Boston area is willing to bring people together with a case for support.
- The Cape Cod affinity group has grown to over 100 people in the last couple of years.
- Efforts are being made to rebuild the Washington, D.C. cluster and create a Boston cluster.

### Campaign Strategies

- Smaller receptions work well during campaigns because "there's so much noise."
  - Bringing deans, board members, the president, and staff makes a big difference in smaller groups.
- The goal is to get the information out there and get their input.

No further discussion,

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

Meeting adjourned at 11:03 AM.

### **Attachments:**

- a. Draft Minutes of June 11, 2025
- b. FY25 Thank You successful year
- c. FY25 Q4 IA Dashboard
- d. 2025 Homecoming flyer
- e. Online Auction Notecard 2025
- f. Westfield State University Annual Online Auction Sponsorship (Final)

### **Secretary's Certificate**

I hereby certify that the foregoing is a 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 October 21, 2025.

---

Barney Garcia, Secretary

---

Date